

# **Peran Smailing Tour Bali dalam Memasarkan Pariwisata Bali untuk Mendukung Pengembangan Pariwisata Bali**

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## **ABSTRACT**

*The potential of Indonesian tourism could be concluded to have a rapid growth. The islands in Indonesia have various natural resources and cultures that are preserved. Bali is one of the islands in Indonesia which become tourism destination for having tremendous natural and historical resources to be visited. In tourism activities in Bali, Smailing Tour plays significant role in promoting Bali's tourism destination for it to be continue developing. The role of Smailing Tour in Bali's tourism was to promote and market the tourism destination along with its products in Bali to both local and foreign tourists. This research employs qualitative method. The data was collected through interview and observation. The problems encountered by PT Smiling Tour in promoting Bali's tourism destination was that there were so many business competitors and the lack of staffs who were not yet fluent in using foreign languages. Natural disaster was also one of the problems faced by the company. Every employee was given their own job and responsibility to be done professionally, add more tour guides who are able to speak foreign languages, add more employees in each Department so that there will be no more problems arise in doing each of their jobs and responsibility professionally and to have more discipline so that the jobs can be done well.*

*Key words: Tourism, Smailing Tour, Promote*